

ABF The Soldiers' Charity
Job Specification

| Job title: Events Senior Executive | Responsible for: | Reporting to: Business Development and Events Manager |
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| <p>ABF The Soldiers' Charity – The National Charity of the British Army</p> <p>We give a lifetime of support to soldiers and veterans from the British Army, and their immediate families, when they are in need. We make grants to individuals through their Regiments and Corps and support a wide range of specialist charities that sustain the British Army 'family', both at home and around the world.</p> <p>We take pride in being responsive, making a difference at a critical point in peoples' lives. We have been doing this since 1944, working with veterans of every conflict, and we envisage continuing doing so for the 'long haul' – supporting all future generations of our soldiers and their dependents.</p> <p>Primary Role</p> <p>To project manage, deliver, and coordinate all aspects of our flagship City event – The Lord Mayor's Big Curry Lunch. Key tasks include working with the Committee and the Co-Chairman in order to deliver agreed income, participation and profile-raising targets. In addition, the candidate will deliver key supporting and stewardship events including the launch and thank you party, the commemorative garden launch and committee events.</p> <p>Outline Specific Tasks</p> <p>The following activities are intended as a guide to the main responsibilities of the post and are not an exhaustive list of duties and tasks.</p> <p>Chairman and Committee</p> <ul style="list-style-type: none">- Work in partnership with the Committee and the Committee Chairman to deliver all aspects of the Lord Mayor's Big Curry Lunch, notably ensuring the administration and event delivery are first rate.- Work closely with the Co-Chairman to develop solid relationships with the 80-strong committee to ensure good collaboration and engagement.- Plan each committee meeting (5 per year), including agenda, minute taking and committee packs.- Manage relationships with the City of London's Livery Companies and Ward Clubs, including communicating with Masters and Clerks to increase donations and participation in the Lunch. <p>Marketing</p> <ul style="list-style-type: none">- Develop and deliver, creative and effective marketing plans for The Lord Mayor's Big Curry Lunch ensuring we reach both warm and cold individual and corporate audiences. | | |

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- Produce and implement plans that utilises traditional and digital media working in partnership with the Communications team.
- Co-ordinate and plan multiple mailings (printed and electronic) to supporters ensuring all GDPR regulations are met.
- Work closely with the Business Development & Events Manager to ensure that opportunities for corporate ticket packages and sponsors prospects are fully developed.

Event delivery

- Generate positive working relationships with key partners / service providers and sponsors-in-kind agreeing expected service levels and responsibilities.
- Managing the Royal Guest of Honour at the Lunch each year and working with the City Police to ensure high levels of security and protocol is in place.
- Source and manage auction items for the Lunch.
- Source, maintain and brief all volunteers for the Lunch.
- Evaluate all activities highlighting successful income sources and identifying areas for improvement.

Administration

- Work with the Head of Events to set and manage annual income and expenditure budgets. Ensure all expenditure is kept within agreed budgets.
- Ensure all income is thanked in a timely manner and is correctly recorded and allocated.
- Using Raiser's Edge ensure all enquirer and participant data is recorded.

Other

- Develop and maintain knowledge of the fundraising events market and be familiar with all aspects of ABF The Soldiers' Charity's work.
- Contribute positively to the National Events Team on other events throughout the year; be flexible within the broad remit of the post and be prepared to take on other tasks/projects when required.

PERSON SPECIFICATION

Candidates must fulfil the following essential criteria.

Experience of:

- Qualified fundraiser and/or significant charity fundraising experience, including:
 - o Event experience as part of a fundraising team
 - o Setting income targets and meeting or exceeding them from events
 - o Using KPI's to monitor and measure success
 - o Experience in managing large guest lists
- Excellent administrative abilities and experience of managing competing priorities.

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- Developing and executing a communications plan to increase attendance and grow income.
- Working with a committee or group of supporters to inspire them towards a shared goal.
- Recruiting and managing volunteers.
- Demonstrating a creative flair with regards to the look and feel of events and how they are publicised.
- Excellent people management and interpersonal skills; a real people person able to engage and motivate a very wide range of people.
- Highly organised. Able to project manage, plan, balance and cope with competing priorities.
- Excellent written, verbal and presentation skills.
- Highly computer literate and a competent user of charity fundraising databases; able to generate reports for analysis (Microsoft office, Word and mail merge, Excel)
- A commitment to quality with an eye for detail.
- Strong team working orientation; collaborative, flexible and supportive.
- A creative and proactive approach to all areas of work.
- Willing and able to work occasional evenings and weekends and to travel, where required.

In addition, it would be advantageous, but not critical to demonstrate any of the following desirable criteria.

- Working with outside agencies.
- Working with charity beneficiaries.
- Developing effective working relationships and systems with a finance team.
- Knowledge of the British Army.
- Understanding of gift aid.
- Updating website pages/online media.
- Knowledge of online tools for event delivery.
- Understanding of Army welfare issues.
- A full driving license.

Special Circumstances

This role will involve some travel to events and on occasion overnight stays. The role will also involve working some unsociable hours.

Agreed by:

Date:

Published Date: